

Human Resource Management in International Educational Service

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Abstract

Modern operating system facilitates the management of human resources in small, medium and large enterprises of technical, information, financial and other areas. However, the issue of consolidated operating system for educational institutions remains open.

The development of China's international student service system has been steady, however, according to the author, is not rapid enough. The scientific novelty of the presented work lies in the development of information technologies to create and support an online learning platform based on innovative principles of human resource management. Having emerged as a technology, human resource management is currently a scientific direction and requires the development of new models, methods and tools. For the rapidly developing market of online learning systems, this is an urgent task. It is advisable to use a consolidated learning platform to globalize the learning process for international students. A number of training courses have been developed for this platform. In addition, the harmonization of the Chinese educational system and global online learning trends was carried out in the work. Such an approach should ensure the speedy integration of the Chinese education system with the world market and improve the quality of human resource management in educational institutions.

Keywords¹

Harmonization of educational platforms, the international system of service for students, consolidated educational platform, Human Resource Management

1. Introduction

Human resource management (HRM) is the management of human activities in the context of relations between managers and employees in order to reconcile organizational interests and personal benefits. HRM is aimed at improving the efficiency of people in achieving organizational goals and meeting individual needs.

It is believed that competent HRM ensures harmony between personal interests and the needs of the organization. Management personnel carry out their activities using a variety of tools: strategies, policies and administrative regulations, as well as through personnel issues, leadership support, fair evaluation of achievements and their remuneration. The HRM is called, first of all, to coordinate the needs and interests of all parties. It is beyond doubt, that the importance of HRM in enterprises is very high. The need to harmonize HRM and business strategies is widely known [1]. Effective HRM is vital to meet ever-changing market demands [2]. Technology and HRM have a wide range of influences on each other, and HR experts must be able to implement technologies that reengineer the personnel management function, be prepared to support enterprise and operational changes due to technology development, and be able to maintain proper management. climate for innovative and knowledge-intensive enterprises [3]. High-tech advances are advancing primarily due to the high demands of human resources experts to rise speed, efficiency and reduce costs [4]. If we talk about the education system, then in this area the goal of personnel management is to create a team capable of meeting the requirements of its reform and the requirements of the standards it sets, ensuring quality, increasing the contribution of management personnel to solving the tasks set in order to meet the needs of society.

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The driving forces of the development of science, technology and global problems of the 21st century dictate new requirements for the teaching and administrative staff.

There has been a trend towards education for all, which has become one of the Millennium Development Goals. Most countries in the world have confirmed that the economic and social development begins with educational reforms. Education today is a key driver that opens the way to the comprehensive development of people. In the field of education in developed and developing countries, there is the process of rethinking and reforming the training, retraining and advanced training of teachers, personnel management of educational institutions. Because these processes in the future will guarantee a solution for challenges that every country's economy faces in the 21st century. The quality of teaching is a critical factor, crucial to improving the quality of national education. World leaders are developing policies to support and develop teaching and administrative staff. This approach should help people get a quality education, which is based on the effective use of big data, new technologies and constant changes in society. The experience of countries with constantly developing education shows that the problem of improving the skills of teaching staff and personnel management of educational institutions is the key to improving the quality of educational services. At the present stage of development of the world economy, as well as against the backdrop of globalization, special attention is paid to the professionalism of personnel. This forces us to look for new ways of learning, to develop the practice of introducing foreign experience in human resource management. Management, as well as the development of human resources, are one of the important components of success in business organization and competitive economic development. For example, it is impossible to achieve good results with only modern technologies; you also need to have sufficiently qualified personnel. Based on the current situation in the world, the authors of the study formulated the following problems that affect the quality of educational services:

- shortage and low qualification of personnel with technical and engineering skills and specialties based on technical and vocational education;
- shortage of scientific personnel in technical, engineering specialties and innovation management;
- insufficient harmonization of the national educational system with the educational standards of the world leaders in the field;
- low level of knowledge of English by teaching and management staff.

This necessitates research and the relevance of innovative developments in the above area, which make it possible to more objectively evaluate the work of personnel, increase the level of use of its potential on the basis of an appropriate motivation system aimed at increasing the efficiency of production activities and the competitiveness of universities.

Studies by Snell, Stuibler and Lepak [5] have shown that through the use of IT, HRM systems can solve problems more critically, flexibly, cost-effectively and more customer-oriented. Many experts predict that the PC will become a central device for all experts in the field of HR [6]. Virtualization of HRM is caused by the factor of increasing complexity of IT and increasing external structural parameters [7]. IT enables enterprises to carry out relevant human resource management operations. And a wide range of proposals in the market of HRM technologies allows you to use the latest systems with minimal investment [8].

One of the consequences of the widespread use of IT is the creation of a workplace based on IT [9]. This in turn contributes to the main priority of the manager, namely - critical management of competencies [10]. The development of IT makes it possible to carry out a large number of HRM tasks, such as attracting, retaining and motivating employees, meeting the requirements for more critical functions of personnel management, as well as managing the "human element" of high-tech change in the future [14, 15]. Personnel management can support the efforts of high-tech innovation to achieve high productivity; In itself, it can serve as an approach to enable the personnel management function to focus more on value-added activities in order to realize the full potential of the high-tech and enterprise strategy [12].

The biggest gain of using IT in HRM for enterprises is the deprivation of HR staff of a mediating role, which allows them to focus on critical planning in the enterprise and human resource development [13]. Kadron [14] also noted that IT can automate other routine tasks, such as payroll processing, administration of gains, and transferal activities, so that HR experts are free to focus on more critical issues, such as improving productivity. Parallel to what's going on in practice, in educational literature little conceptual attention is paid to the possibility of bundling HRM practices into a comprehensive HRM system which comprises interlinked practices [4, 10]. At the same time, HRM literature has been

dominated by studies carried out in for-profit organizations, largely ignoring the public sector [11]. In an attempt to bridge educational and HRM sciences, this paper conceptually explores how HRM could be shaped in order to aid schools in creating a high-quality and committed teacher workforce. HRM in education is a set of practices and methods of integrating and maintaining the teaching staff in the school so that the school can achieve their purpose and as well as meet the goals for which they were established. It is the motivation and co-ordination of the activities and effort of the teachers in school in order to obtain maximum output from them and consequently achieve the goals of education optimally [12]. The functions include the following:

- Staff maintenance
- Staff relations
- Staff development
- Procurement of staff
- Job performance reward

While the term ‘policies’ refers to the kinds of HRM practices an organization prefers (for instance, compensation based on performance), the term ‘practice’ refers to the concrete manners in which the policy is brought into practice (for instance a stock plan) [13]. Following the ‘AMO theory of performance’ [14], HRM systems should comprise (A) ability-enhancing practices aimed at increasing the knowledge, skills and abilities of teachers; (M) motivation-enhancing practices targeted at enhancing teachers’ motivation and effort and (O) opportunity-enhancing HRM practices aimed at teachers’ possibilities to effectively fulfil their tasks [13]. The AMO-theory is a meta-theory which has found a common ground in HRM research. It is descriptive in the sense that it describes what policies and practices are instrumental in the above-mentioned domains [15] (see Figure 1), without prescribing how these practices should be shaped [16].

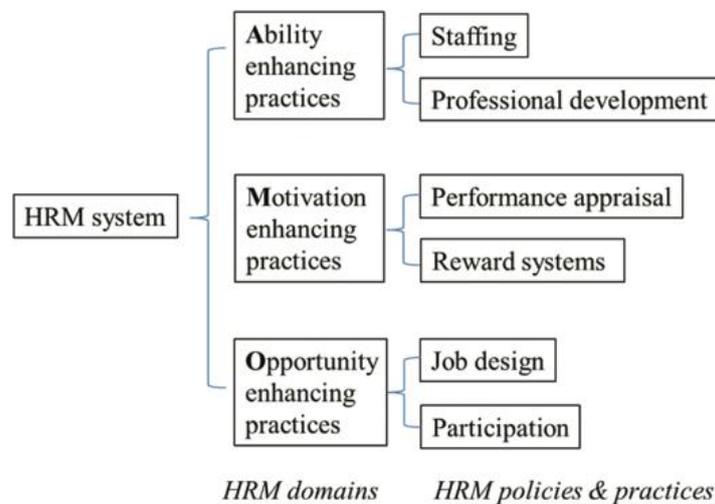


Figure 1: HRM systems aimed at enhancing (A) ability, (M) motivation and (O) opportunity [13]

The aim of training for administrative staff is increase their expertise and capabilities in performing duties and the act of putting some of their potential. To enhance the skills of administrative staff, different training methods are used that the most common methods are as follows:

1. Job training,
2. Master of Education – Prentice,
3. Learning in a similar situation before you begin,
4. Training with theoretical education,
5. Distance Education,
6. Courses outside the institution,
7. Introduction to Organization [17].

Despite the fact that ideas and techniques derived from human resource management (HRM) have been adopted in a large number of organizations world-wide, the emergence of HRM as a field is a relatively recent phenomenon whose origins can be traced back to the early 1980s. Indeed, because HRM is still in its formative stages, there are controversies about what exactly is meant by the term itself, about precisely what should and should not be included within the scope of HRM, and even in

some instances about the true benefits of some of its proposed approaches and techniques for organizations and the individuals employed in them [18].

Online Platform for HR-Management of Joint Educational Programs. Distance education is the ideal solution for professionals who want to continue their careers. This makes it possible to obtain an additional qualification and save the current job. Distance learning programs can be the key to the career and promotion through a flexible schedule and resources that are available on the Internet.

Online training is also saving money because the student does not need to spend money on the move or on expensive daily life in another country. Distance learning is a learning mode that allows students to study most or all of the courses without attending an educational institution. Programs often include a computer-based training system and tools for creating a virtual classroom.

2. Presentation of the main research results

The development of the Chinese international service system for students is ongoing, but according to the author is not fast enough. For example, the program is presented, which is currently enrolling foreign students in one of the universities of Shandong Province (Fig. 2 - 5).

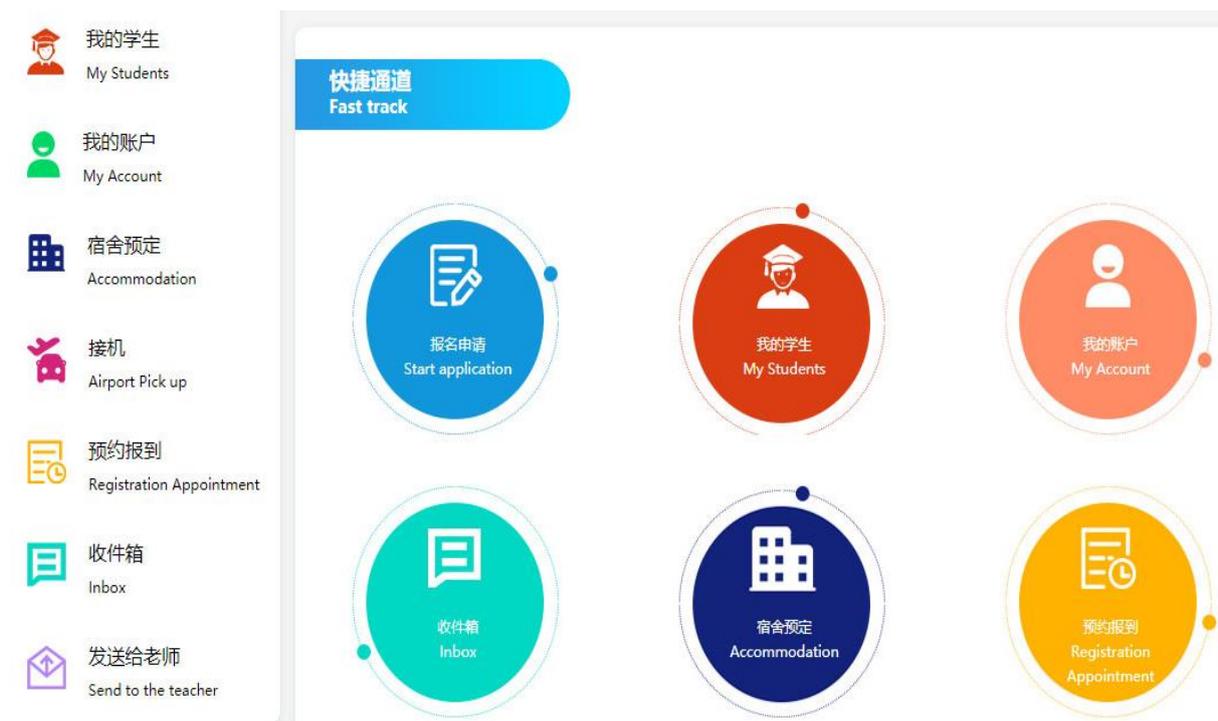


Figure 2: Screenshot of the main menu of the international service system for students

Although this system is aimed at facilitating the enrollment and further education of students, but its functionality is limited. There is a single integration of higher education institutions of this system with internal human resource management services, but it has not yet reached global development.

To globalize the learning process of foreign students, it is advisable to use a consolidated learning platform. A number of training courses have been developed for this platform. The Master of Business Administration course was adopted to conduct a joint Ukrainian-Chinese training program (Fig. 6-8).

3. Conclusion

In the process of managing the university, managers are constantly learning, replenishing knowledge and skills, improving their qualifications, and expanding their capabilities. This leads to the need to develop tools that contribute to the continuous management of staff education. Every manager should constantly innovate arising from the educational concept, professional knowledge, increase their awareness of the latest issues in the field of education and its narrow specialization, thereby improving educational management. The priority areas in this area are:

- continuous assessment of the human capital of educational institutions based on the introduction of a balanced scorecard;
- the targeted nature of the programs for the development of the teaching staff implemented by the university;
- optimization of the number and structure of personnel (including through the use of flexible forms of employment, online platforms and distance learning systems);
- a targeted approach to the selection and hiring of personnel based on a multi-level system for assessing candidates for vacant positions;

The screenshot shows a user interface for 'My applications'. On the left is a navigation menu with icons for Home, Start application, My Students, My Account, Accommodation, and Airport Pick up. The main content area is titled '在线申请 Start application' and includes search filters for 'Taught by' (All language) and 'Program' (Program). Below the filters is a table listing various programs.

院系 College	学生类别 Degree	学习专业 Program	专业学历 Program Degree	授课语言 Taught by	学费 Tuition fee	学制 Years	报名截止 Apply deadline	操作 Operation
数学与系统科学学院 College of Mathematics and Systems Science	博士研究生 Doctoral degree	系统科学 System Science	博士研究生 Doctoral degree	中文 Chinese	26000	4Y		申请 / Apply
数学与系统科学学院 College of Mathematics and Systems Science	博士研究生 Doctoral degree	系统科学 System Science	博士研究生 Doctoral degree	英文 English	26000	4Y		申请 / Apply
数学与系统科学学院 College of Mathematics and Systems Science	博士研究生 Doctoral degree	系统科学 system science	博士研究生 Doctoral degree	中英文 English & Chinese	26000	4年		申请 / Apply
机械电子工程学院 College of Mechanical and Electronic Engineering	博士研究生 Doctoral degree	矿山机电技术与装备	博士研究生 Doctoral degree		26000	4Y		申请 / Apply
地球科学与工程学院 College of Earth Science and Engineering	博士研究生 Doctoral degree	★资源与环境保护 Resource & Environment Protection	博士研究生 Doctoral degree	中文 Chinese	26000	4Y		申请 / Apply

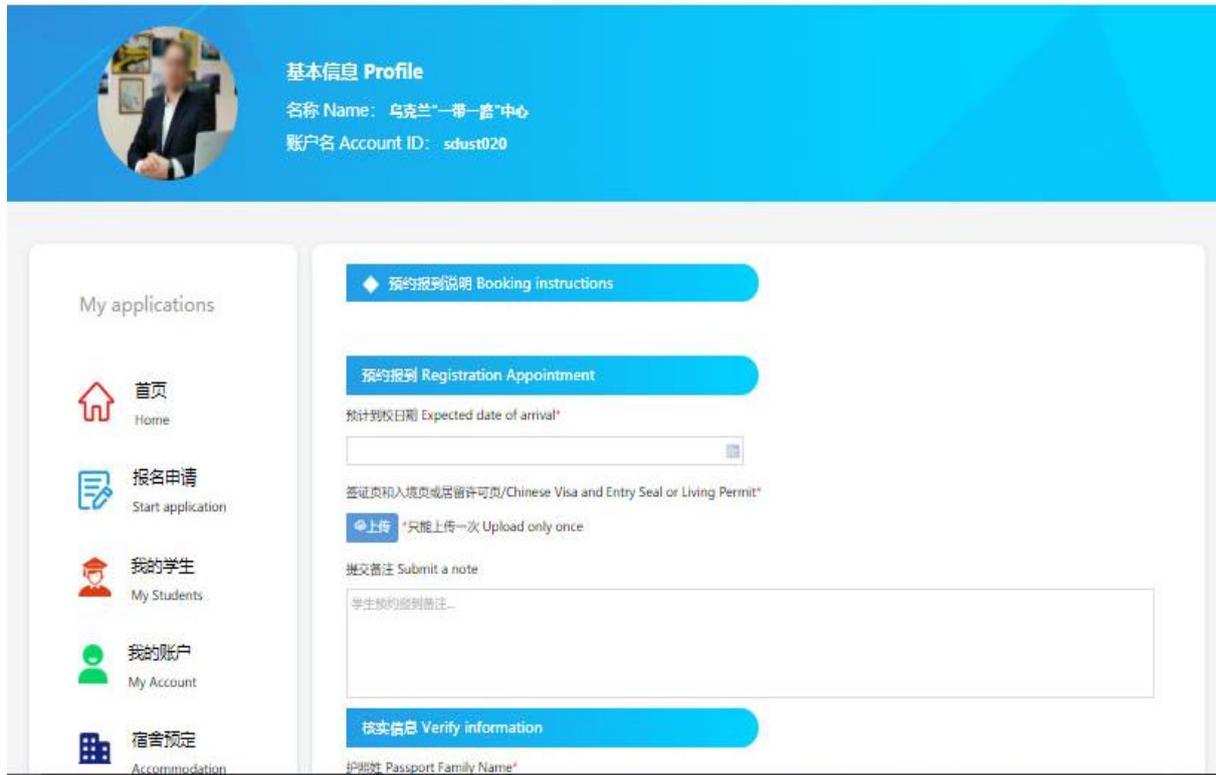
Figure 3: Screenshot of the menu of choosing specialties of the international service system for students

The screenshot shows a '个人基本信息 Personal Information' form. At the top, it states 'Application form has been submitted, please be patient.' and provides details: '申请项目 / Course: Control Theory & Control Engineering / 控制理论与控制工程', '申请状态 / Application Status: Accepted', and '申请编号 / Application No.: 19200000'. Below this is a section for '个人基本信息 Personal Information' with fields for:

- 护照姓 / Passport Family Name: [REDACTED]
- 护照名 / Given Name: [REDACTED]
- 中文名 / Chinese Name: [REDACTED]
- 性别 / Sex: Female
- 国籍 / Nationality: 乌克兰 / Ukraine
- 婚姻状态 / Marital Status: 未婚 / Single

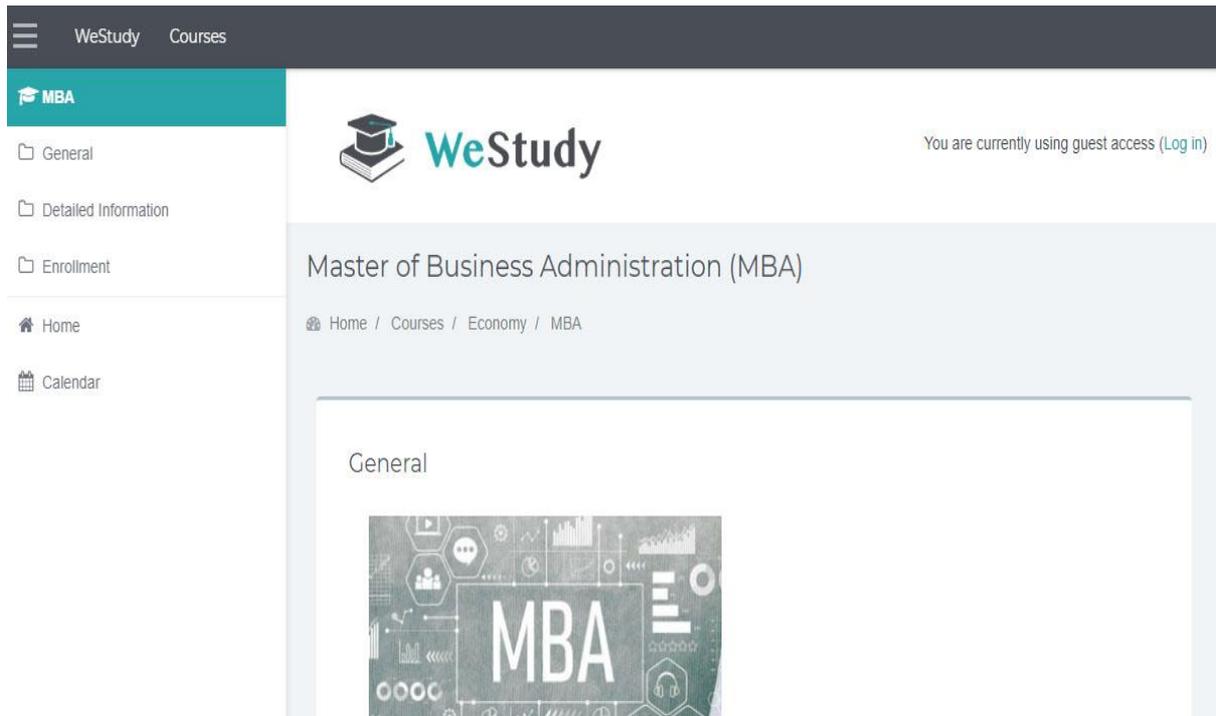
 A photo upload section is also visible, with a 'Browser...' button and a reference for photo specifications: '照片参考格式: 彩色2寸免冠证件照, 白色背景无边框, 头部占照片尺寸的2/3, 照片只存不能低于320*240像素, 高宽比为4: 3, 大小为100-500KB, JPG格式 (*.jpg,*.jpeg,*.png). Reference:JPG Color 2" Bareheaded Certificate (White Background Without Border) The head is 2/3 of the size of the photograph, the photo size is not less than 320 x 240 pixels, the aspect ratio is 4:3, the size is 100-500 kb.'

Figure 4: Screenshot of a student's personal questionnaire in the international service system for students



The screenshot shows a user profile page for the International Student Service System. The user's name is '乌克兰“一带一路”中心' and their account ID is 'sdust020'. The page features a sidebar with navigation options: Home, Start application, My Students, My Account, and Accommodation. The main content area includes sections for '预约报到说明 Booking instructions', '预约报到 Registration Appointment' (with a date input field), '提交备注 Submit a note' (with a text area), and '核实信息 Verify information' (with a passport family name input field).

Figure 5: Screenshot of the international student service feedback form



The screenshot displays the main page of the WeStudy platform. The top navigation bar includes 'WeStudy' and 'Courses'. A sidebar on the left lists categories: MBA, General, Detailed Information, Enrollment, Home, and Calendar. The main content area features the WeStudy logo, a notification 'You are currently using guest access (Log in)', and the course title 'Master of Business Administration (MBA)'. Below this, there is a breadcrumb trail 'Home / Courses / Economy / MBA' and a 'General' section containing an image with 'MBA' text and various icons.

Figure 6: Screenshot of the main page of the consolidated learning platform

At present, the issue of HRM remains open, when solving it, it is necessary to take into account the experience of foreign colleagues and, using their example, implement the most successful cases and tools, which will greatly simplify the organization of the educational and labor process with a higher

quality of educational services. HRM technologies enable human resource professionals to train new hires in the most efficient way possible. Having emerged as a technology, HRM is currently a scientific direction and requires the use of ontological descriptions, the development of new models, methods and tools. The human resource is only qualified specialists who work to achieve their strategic goals by educational institutions. Human resource management is actually personnel management with an emphasis on those employees who are an asset to the enterprise and bring maximum value to it.

To globalize the learning process of foreign students, it is advisable to use a consolidated learning platform. A number of training courses have been developed for this platform. The Master of Business Administration course was adopted to conduct a joint Ukrainian-Chinese training program.

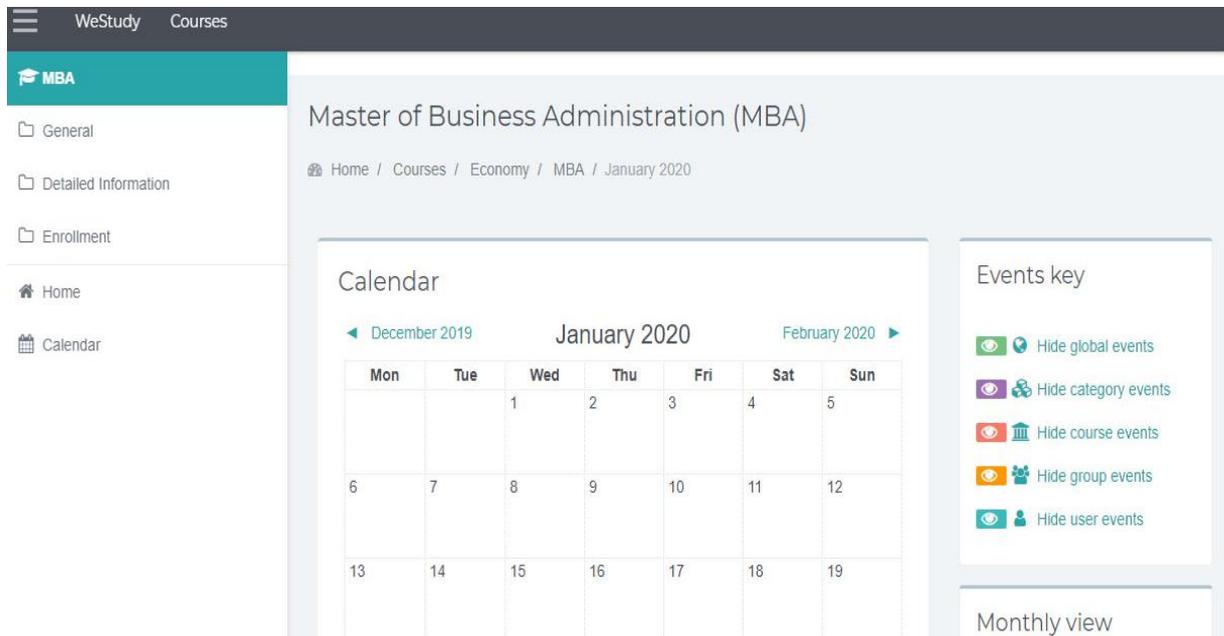


Figure 7: Screenshot of the calendar of the consolidated learning platform

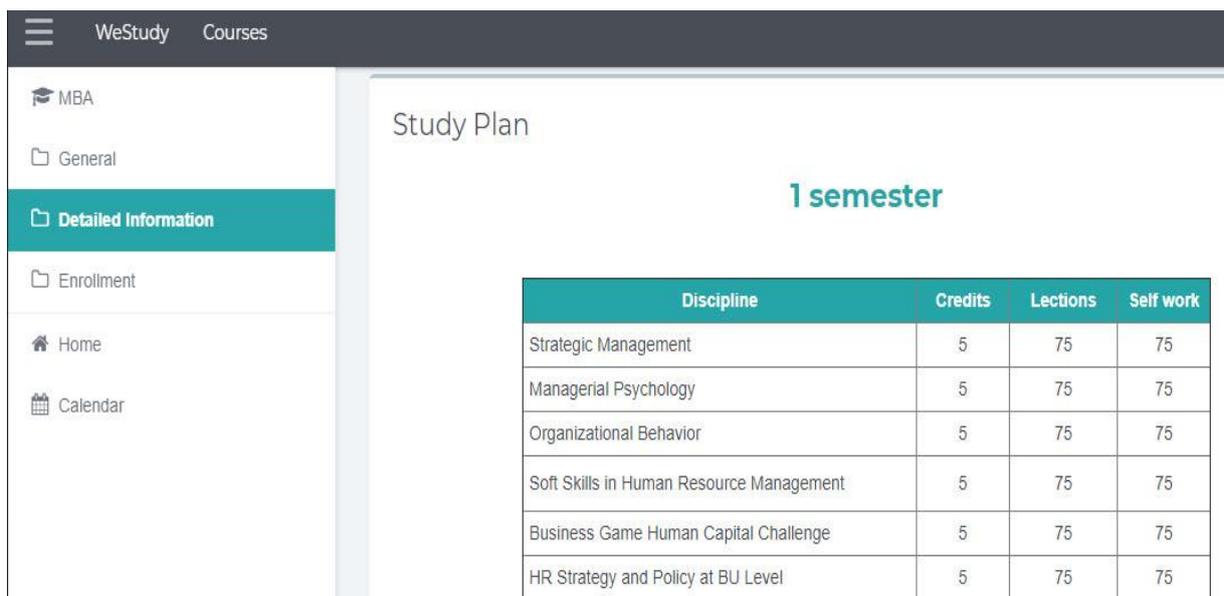


Figure 8: Screenshot of the consolidated learning platform curriculum

Harmonization of the Chinese international student service system and consolidated learning platform will rise the level of HRM for educational institutions. According to the author, the harmonization of the Chinese international service system for students and a consolidated learning platform will rise the level of HRM for educational institutions. Thus, the development of personnel for

the management of the education system and education in each educational institution plays a key role in modern conditions both for raising the level of the educational sphere itself, and for socio-economic growth, for reaching the world's leading level of science, technology and culture.

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